



*Welcome to the international course on*

# Science Communication for Societal Impact

14-18 September, hosted online from Delft

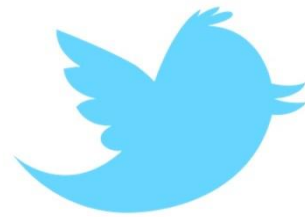
**AESIS**

NETWORK FOR  
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

 **TU**Delft

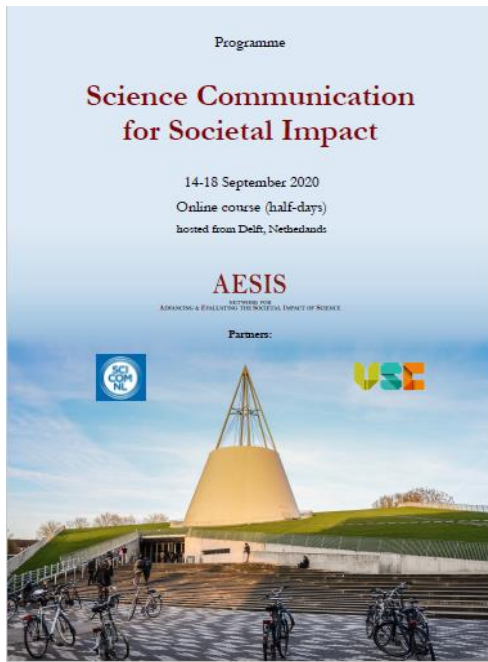


# DAY 5



#SciCOM20  
@AESISNET

# OVERVIEW OF THE COURSE



Monday 14 September – Welcome and Introduction to Science Communication for Impact  
Joost Ravoo & Roy Meijer, and Paul Manners

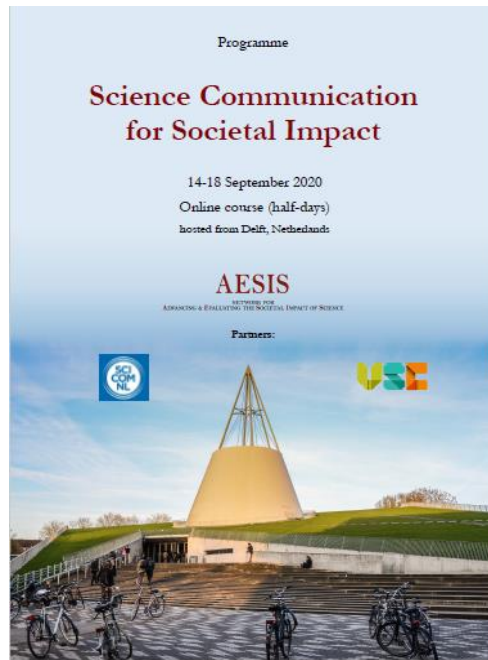
Tuesday 15 September – Science communication, university strategies, obstacles and criteria  
Maarten van der Sanden & Alex Verkade

Wednesday 16 September – Facilitating science communication to society and lessons learned from COVID-19  
Cissi Askwall and Anna Maria Fleetwood & Stefanie Molthagen-Schnöring

Thursday 17 September – Connecting Organisations for Societal Impact and Public & Policy Engagement  
Ben Vivekanandan & Emily Jesper

Friday 18 September- Science Gallery Rotterdam: Science Communication and Societal Impact  
Fred Balvert  
Case study presentations

## OVERVIEW OF TODAY'S PROGRAMME



### **Fred Balvert**

#### **Science Gallery Rotterdam: science communication and societal impact**

- Impact on research and society
- Communication, cooperation and co-creation
- Science marketing and innovation hubs

#### **Case study presentations**

**Problem-solving: going into collected practical issues of the past days; (closing) presentation, discussion, summary & recap of most important lessons**

# Fred Balvert

*Director of the Science Gallery Rotterdam and science communicator at  
Erasmus University Medical Centre Rotterdam*

**SCIENCE**

**NEW IDEAS  
CREATIVITY  
RESEARCH  
INNOVATION  
OBSERVATION  
COLLABORATION  
EXPERIMENTATION  
SPECULATION  
PHILOSOPHY  
CRITICALITY  
DISCOVERY  
DEBATE**

**ART**



network dedicated to  
public engagement with  
science and art.

#### ABOUT THE NETWORK

The Science Gallery Network consists of leading universities united around a singular mission: to ignite creativity and discovery where science and art collide.

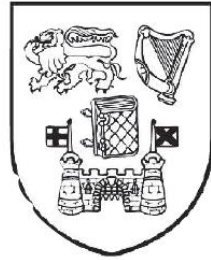


# Science Galleries at universities

SCIENCE GALLERY



THE UNIVERSITY OF  
MELBOURNE




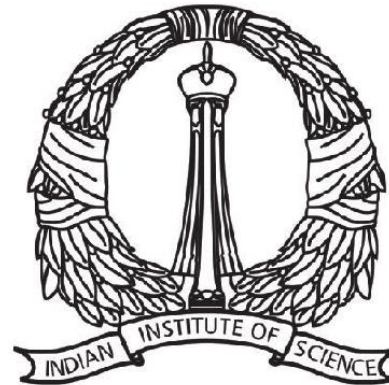
TRINITY  
COLLEGE  
DUBLIN

KING'S  
*College*  
LONDON

Erasmus MC  
University Medical Center Rotterdam  
*Erasmus*



Università  
Ca' Foscari  
Venezia



EMORY

Erasmus MC

*Erasmus*





24.10.14-23.01.15  
**BLOOD**

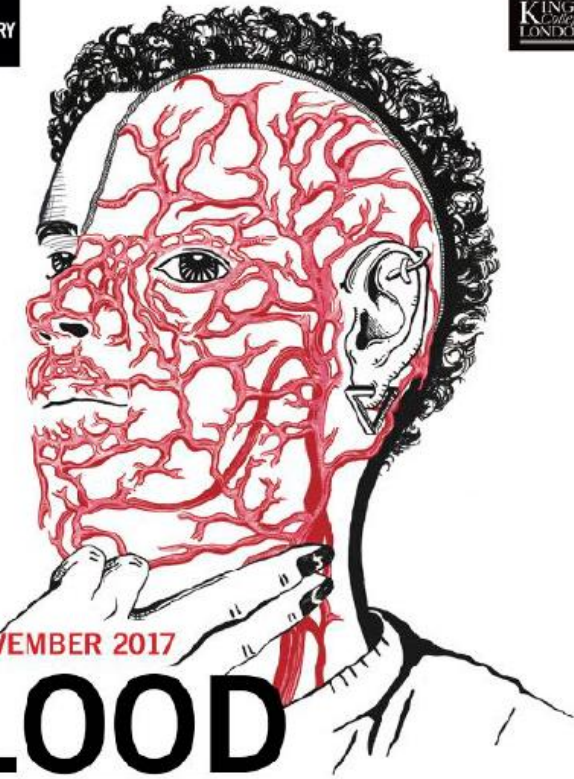
**NOT FOR THE FAINT-HEARTED**

TWENTY-FIVE PROVOCATIVE WORKS EXPLORING THE SYMBOLIC, SCIENTIFIC AND STRANGE NATURE OF BLOOD

ADMISSION: FREE, PLAN YOUR VISIT AT [DUBLIN.SCIENCEGALLERY.COM/BLOOD](http://DUBLIN.SCIENCEGALLERY.COM/BLOOD)  
 TUE-FRI 12.00-20.00 & SAT-SUN 12.00-18.00,  
 SCIENCE GALLERY TRINITY COLLEGE DUBLIN, PEARSE STREET, DUBLIN 2. T: +353 1 896 4091



PART OF THE GLOBAL SCIENCE GALLERY NETWORK FOUNDED BY TRINITY COLLEGE DUBLIN



JULY - NOVEMBER 2017  
**BLOOD**  
**LIFE UNCUT**

AN EXHIBITION, PERFORMANCE AND EVENT SERIES REVEALING THE ESSENTIAL, EXPRESSIVE AND VISCERAL NATURE OF BLOOD. ACROSS LONDON BRIDGE AND PECKHAM

[LONDON.SCIENCEGALLERY.COM/BLOOD](http://LONDON.SCIENCEGALLERY.COM/BLOOD) | @SCIGALLERYLON | #BLOOD17

SUPPORTED BY:



SCIENCE GALLERY AT KING'S COLLEGE LONDON IS PART OF THE GLOBAL SCIENCE GALLERY NETWORK FOUNDED BY TRINITY COLLEGE DUBLIN



25.07.17-05.10.17  
**BLOOD**

**ATTRACT & REPEL**

PART EXHIBITION, PART EXPERIMENT

**FREE ENTRY**

[MELBOURNE.SCIENCEGALLERY.COM/BLOOD](http://MELBOURNE.SCIENCEGALLERY.COM/BLOOD)

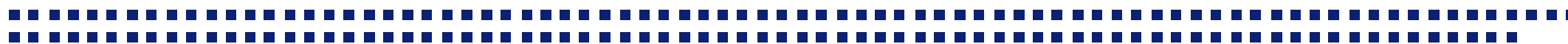


SCIENCE GALLERY MELBOURNE IS PART OF THE GLOBAL SCIENCE GALLERY NETWORK FOUNDED BY TRINITY COLLEGE DUBLIN

# Science Gallery Rotterdam



- **Dialogue about biomedical science & society**
- **with researchers, artists, designers and Rotterdammers**
- **in workshops, exhibitions and events**

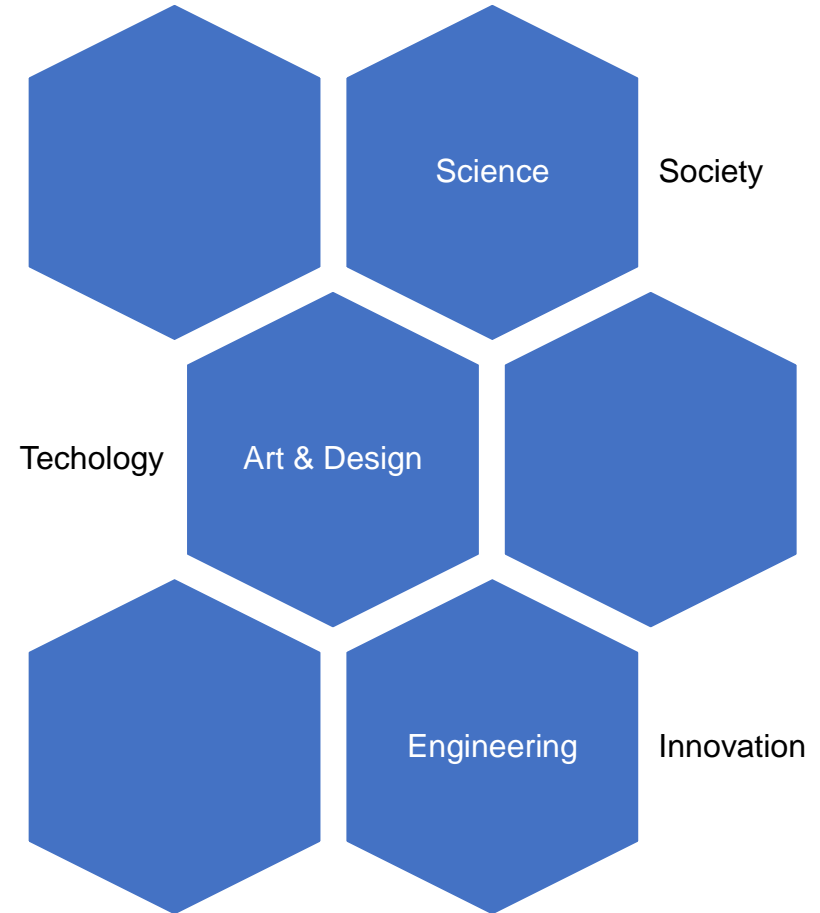


# 3 project phases

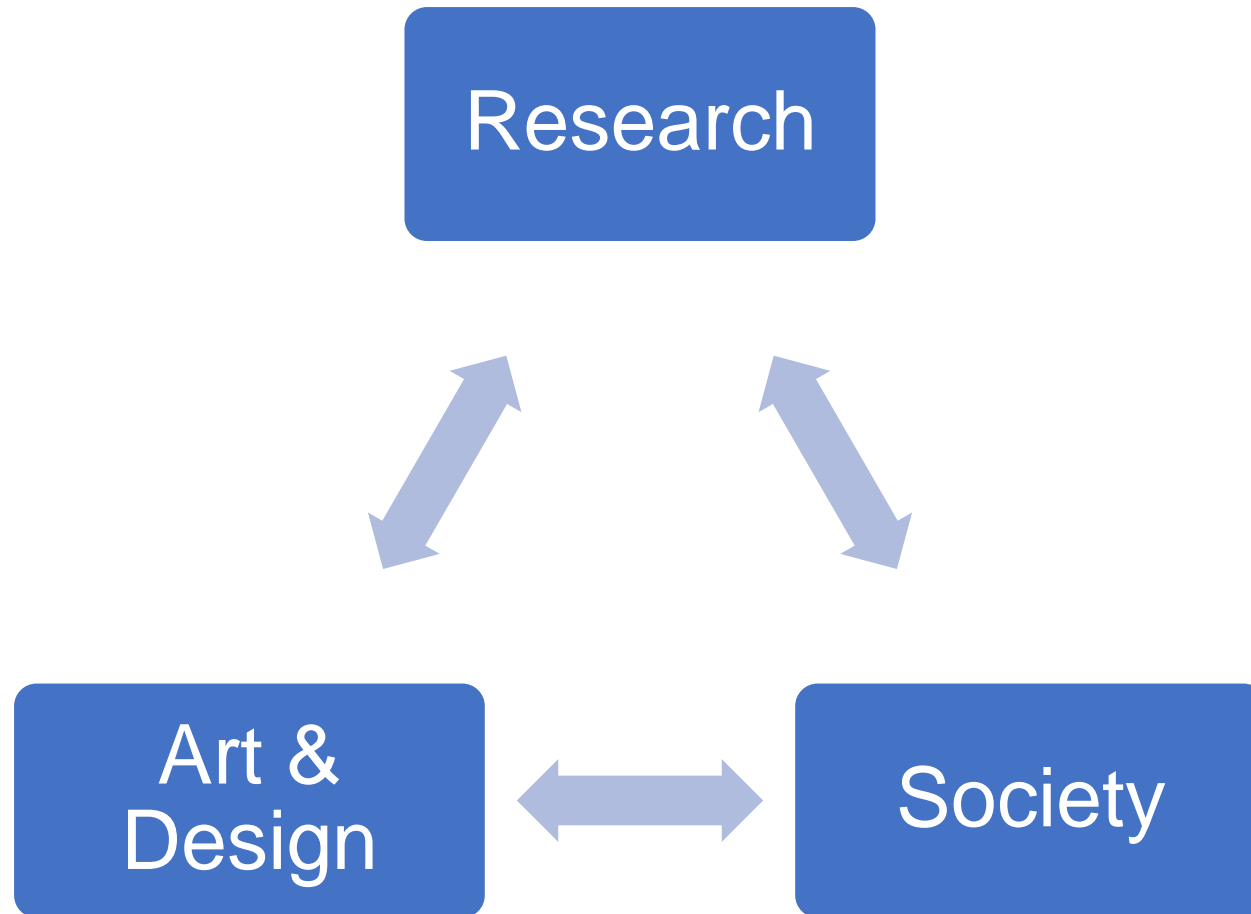
1. Co-creation between researchers, creatives and young people, 15 – 25 yrs old (4 months)
  - Series of workshops to explore and enrich research themes
  - Open call for presentations by artists, designers, researchers and multi-disciplinary teams
2. Presentation to the general public and specific targetgroups, such as school pupils
  - Exhibition
  - Educational program
  - Events
3. Evaluation and sharing of experiences and knowledge
  - Science communication research with academic partners

# Science Gallery as an innovation hub

**Convergence:**  
**Erasmus MC**  
**TU Delft**  
**Erasmus University**



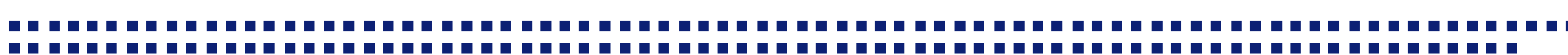
# Impact in multiple directions



# Science Gallery Rotterdam



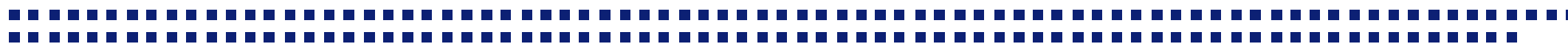
- **Summer 2019: Workshops with young people: (UN)REAL, Future baby's**
- **October 4, 2019: Pre-launch at Atelier Van Lieshout**
- **April 3 – November 29, 2020: (Un)real, pop-up exhibition in Erasmus MC**
- **2023: Permanent venue at central place at Erasmus MC**



# Why is it important for research?



- **Positioning bio-medical science in society**
- **Actively enter into dialogue with stakeholders**
- **Enrich contextual information of research**
- **Engage the young generation in research**
- **Enrich research questions**
- **Co-create research projects**
- **Platform for outreach activities in research grants**



**Addiction**

(Media) influence /  
Influencers

**Questions about identity/appearance**

**Escape**

Ideal picture

Eternal life?

Alter ego

**(Virtual)  
Inhuman human**

Time

Do aliens exist?  
Multiple dimensions?

Human enhancement  
(il)legal

**Illusion**

**(UN)REAL**

Politics

Hoe omgaan met virtual reality?

**What is fake, wat is not  
and why?**

Global warming  
Fake news

Genetics  
Nature vs Nurture

**Placebo effect**

**Ideal image ↔ fantasy**

2 gezichten/primair gedrag

Religion  
or excuse

Ideal idea of  
society

**Mindgames**

**Stress**

**Uncertainty  
Sensitive for external influences**





# Future baby's



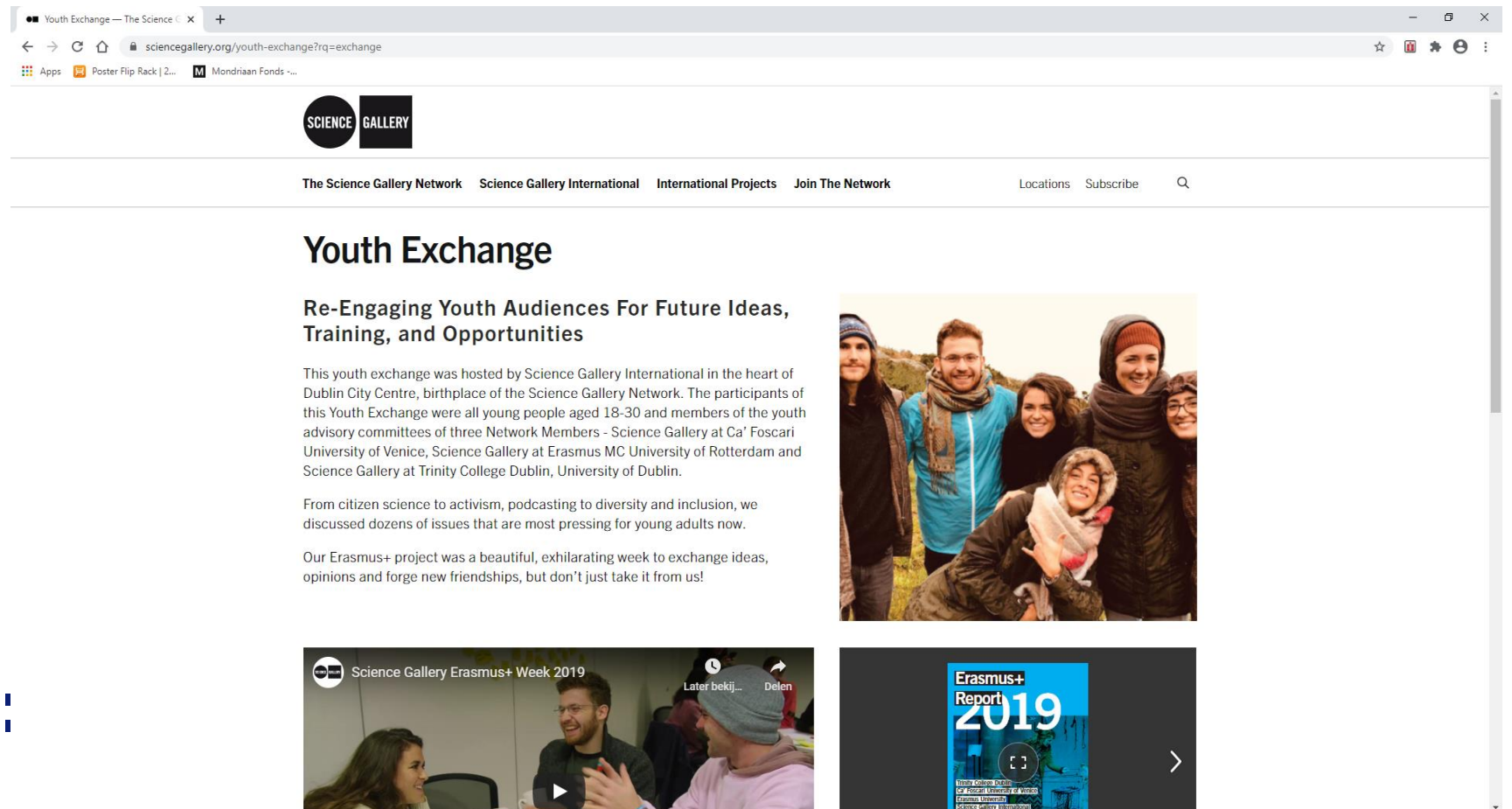
## 30 young people from Science Gallery's Dublin, Venetië & Rotterdam

### Theme's:

- **Diversity**
- **Inclusion,**
- **Civic engagement**
- **Climate change**

### Skills:

- **Podcasting**
- **Mediator training**
- **Digital engagement**
- **Critical thinking**
- **Team work**
- **Co-creation**



The screenshot shows a web browser displaying the Science Gallery website. The page title is "Youth Exchange — The Science Gallery". The URL is "sciencegallery.org/youth-exchange?rq=exchange". The page features the Science Gallery logo and a navigation menu with links: "The Science Gallery Network", "Science Gallery International", "International Projects", and "Join The Network". There are also links for "Locations", "Subscribe", and a search icon. The main content area is titled "Youth Exchange" and has a sub-heading "Re-Engaging Youth Audiences For Future Ideas, Training, and Opportunities". The text describes the exchange hosted by Science Gallery International in Dublin, mentioning participants from three Network Members: Science Gallery at Ca' Foscari University of Venice, Science Gallery at Erasmus MC University of Rotterdam, and Science Gallery at Trinity College Dublin, University of Dublin. It highlights activities like citizen science, activism, and podcasting. A photograph shows a group of young people outdoors. At the bottom, there are two video thumbnails: "Science Gallery Erasmus+ Week 2019" and "Erasmus+ Report 2019".



03.04.20 - 29.11.20

# (UN)REAL

Hoe beïnvloeden wetenschap en kunst ons idee van wat echt is? Door de huidige coronamaatregelen is de tentoonstelling het best online te bezoeken. In juli 2020 is de tentoonstelling (UN)REAL te bezoeken door middel van gratis tours in de weekenden.

[BOEK EEN TOUR IN JULI](#)

[BEZOEK \(UN\)REAL ONLINE!](#)

SCROLL

# 2020 1st (corona proof) exhibition

- Small tours during weekends (sat. & sun. 13 – 14 – 15 – 16 pm.)
- Virtual school excursions
- Publicity campaign in Rotterdam: online/offline
- Events for diverse public groups:
  - BAD Award (July 2)
  - Scientific integrity for researchers
  - Workshop 'virtual reality' for young people
  - ~~Science Hotel: European Researchers' Night~~
- Governance & Organisation
- Building plans

03.04.20 - 29.11.20

# (UN)REAL

Hoe beïnvloeden wetenschap en kunst ons idee van wat echt is? Door de huidige coronamaatregelen is de tentoonstelling het best online te bezoeken. In juli 2020 is de tentoonstelling (UN)REAL te bezoeken door middel van gratis tours in de weekenden.

[BOEK EEN TOUR IN JULI](#)

[BEZOEK \(UN\)REAL ONLINE!](#)

SCROLL

# Break

*We will be back at 10.05 (GMT+2)*

# CASE STUDY PRESENTATIONS

*(Part 1)*

# Break

*We will be back at 11.10 (GMT+2)*



# CASE STUDY PRESENTATIONS

*(Part 2)*

# Break

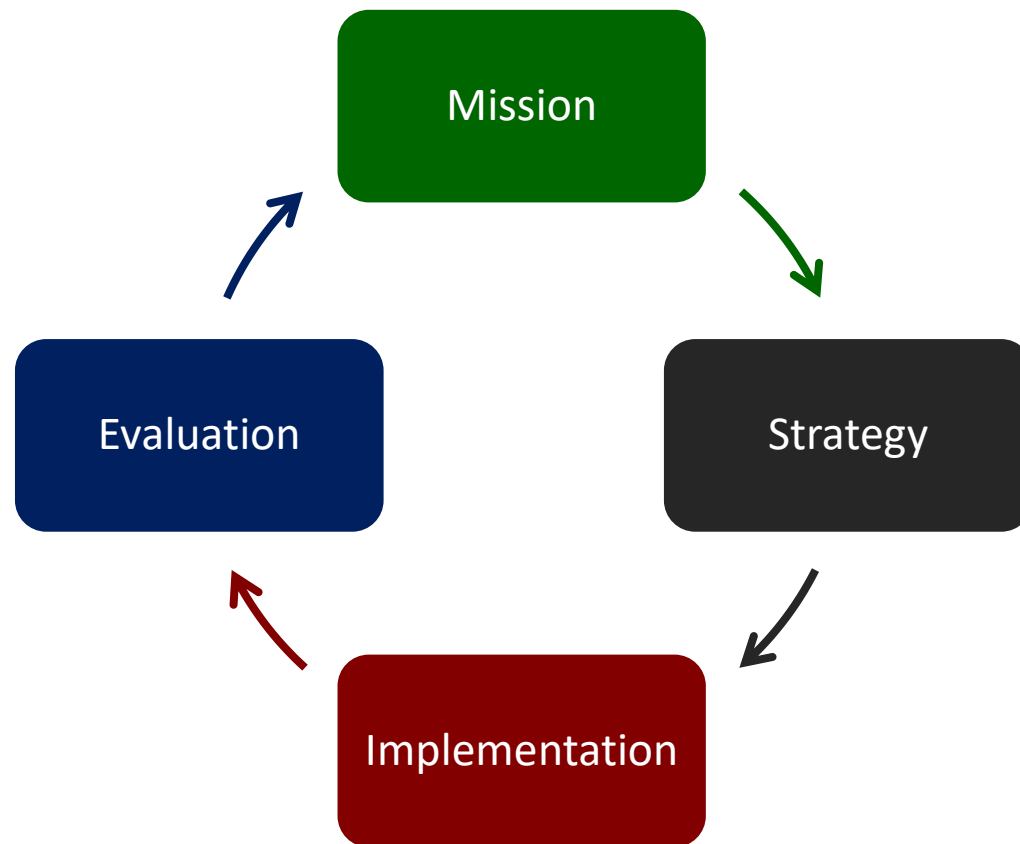
*We will be back at 12.10 (GMT+2)*

# Evaluating Societal Impact

*Or science communication....*

# Definitions impact

- “an effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia” (REF)
- “*Economic and societal impacts*: The demonstrable contribution that excellent research makes to society and the economy. Economic and societal impacts embrace all the extremely diverse ways in which research-related knowledge and skills benefit individuals, organisations and nations...” (RCUK)
- “The social, economic, environmental and/or cultural benefit of research to end users in the wider community regionally, nationally and/or internationally” (RQF)
- “Interactions between researchers and society which are ‘productive’, meaning that they lead to efforts by the stakeholders to apply research findings and hence change their behaviour in some way.” (SIAMPI, EU)
- assesses the quality, scale and relevance of contributions targeting specific economic, social or cultural target groups, of advisory reports for policy, of contributions to public debates, and so on (SEP)
- “Ultimately it is about non-academic benefits to society – primarily through change in policies or practices – to make improvements” (AESIS Winter Course 2016 participants)



Collecting data is extremely relevant in general for succeeding in your mission, strategy and execution

Making this data visible can also increase motivation (internally) and attractiveness (externally)

But how???

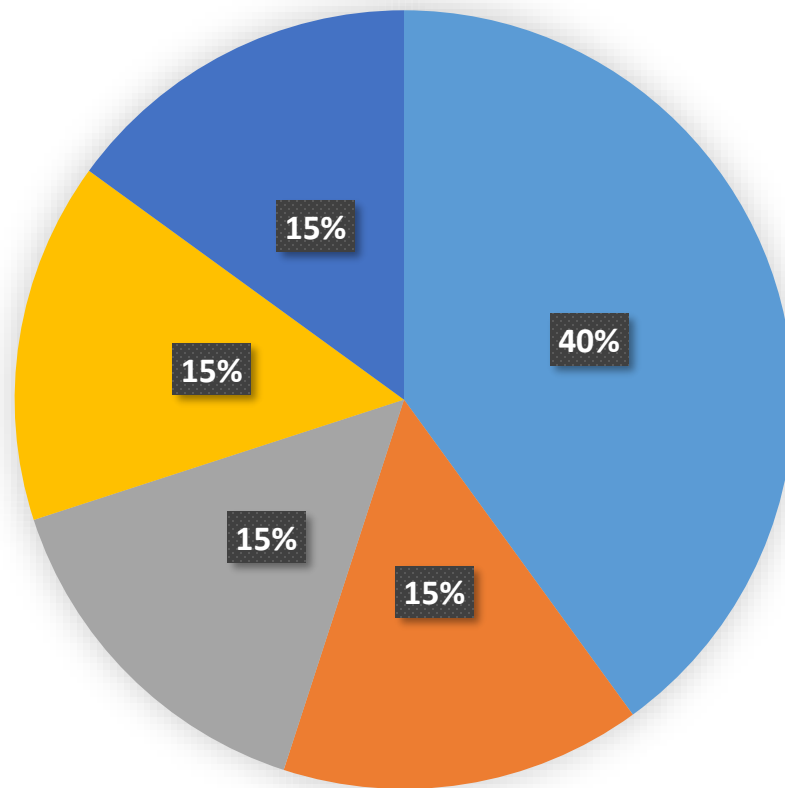
Output – Outcome - Impact

## Impact Ranking ScienceWorks

### Categories:

- The entrepreneurial university
- The cooperating university
- The communicating university
- The societal university

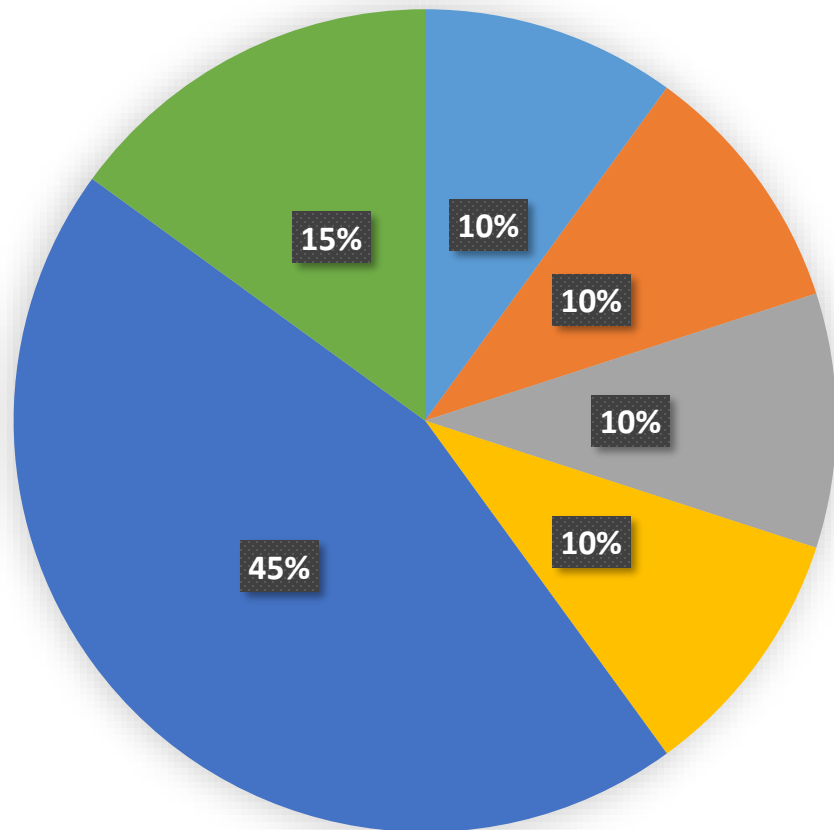
## Composition 'the entrepreneurial university'



- number of spin-offs
- pre-seed capital
- seed capital
- number of patent applications
- FTE employment in Science Parks

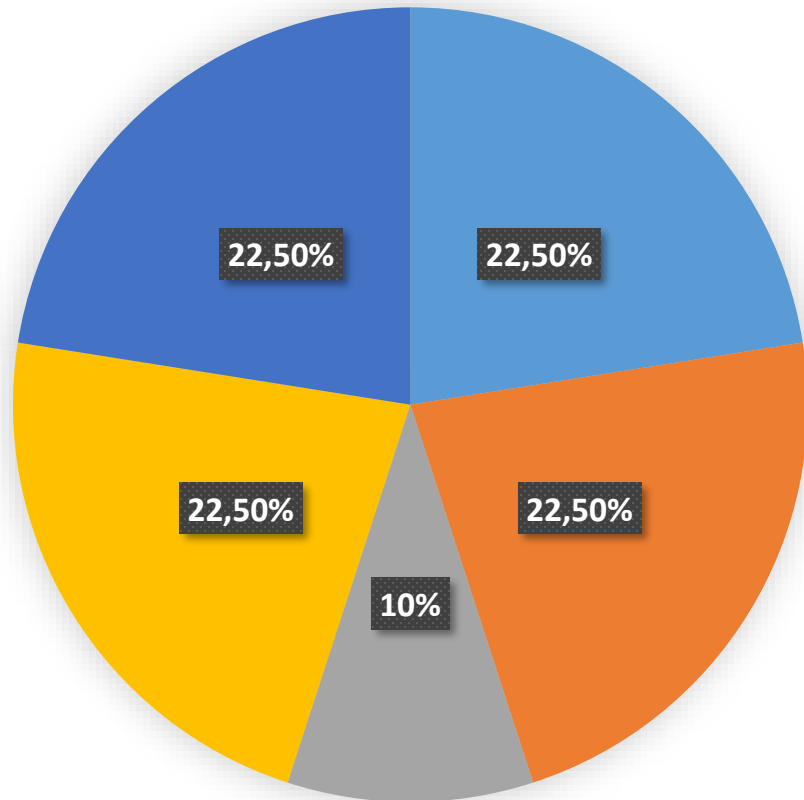


## Composition 'the cooperating university'



- co-publications with business
- TTW researches
- participation in TKI's (Topsectors)
- participation in NWA-consortia
- third party income
- license income

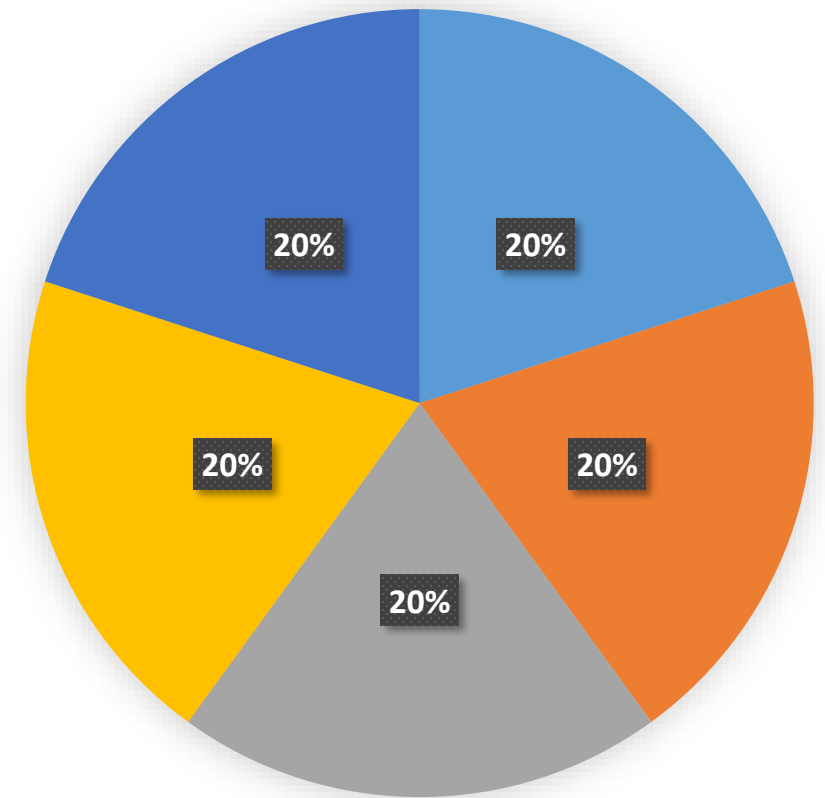
## Composition 'the communicating university'



- mentions in national newspapers
- mentions on radio and TV
- mentions of 'impact' in the annual report
- mentions in international newspapers
- online reach

## Composition 'the societal university'

- mentions in parliamentary papers
- mentions in municipal papers
- mentions in European Parliament
- membership advisory boards national government
- contribution to SDGs



## Sweden Impact Award

### Criteria

- Research quality (20%)
  - Number of citations in scientific publications H-index, Scientific awards received, Internal reviews
- Funding (20%)
  - Funding from users of the research project; government, semi-government, private
- Quantitative (Not limitative) (30%)
  - E.g. Activity created leading to new jobs, Generated a new company or NGO turnover created, Income from intellectual property rights.
- Qualitative (Not limitative) (30%)
  - E.g. Design of new products and services, new sector or activity created or planned, public awareness, attitude or understanding of risks improved.

What do you think?

What are we measuring/evaluating?

What should we be measuring/evaluating?

Questions?

## Upcoming Events



### Impact of Social Sciences and Humanities

Hosted online from Ottawa,  
Canada (14-16 October)



### Impact of Science

Hosted online from Krakow,  
Poland (4-6 November)



### Integrating Societal Impact in a Research Strategy

Rotterdam, The Netherlands  
(25-27 November)



### Access to EU research funding through Societal Impact

Hosted online from Brussels,  
Belgium (7-11 December)

**Thank you**

*Enjoy lunch!*





Science Communication for Societal Impact  
14-18 September 2020

# Online Happy Hour

*16.30*